

FIFA Women's World Cup France 2019™ facts and figures*

* Up to and including 4 July 2019

Fifty games into France 2019, it is safe to say that the eighth edition of the FIFA Women's World Cup will be a watershed moment in the history of the women's game. Below is a selection of key facts and figures that tell the story of the tournament that has had the whole world paying attention to – and enjoying – women's football like never before.

On the screen

The FIFA Women's World Cup France 2019 has been a record-breaking hit with audiences around the world and has already reached 850 million viewers from the participating markets only. FIFA can confirm that the global reach audience will **exceed 1 billion viewers** across all platforms, with the **average global live match audience expected to double** in comparison with Canada 2015.

Here are some of the key global figures:

- **Highest all-time** global television audience for live #FIFAWWC coverage: France v. Brazil in the round of 16, with 58.761 million viewers across 21 territories. The previous high was the final of the 2015 edition between the USA and Japan, which tallied 52.562 million viewers across all broadcast territories.
- **62 Media Rights Licensees** present in France, a considerable increase on the 37 that were in Canada 2015. In total, 126 MRLs have been broadcasting the tournament to 206 territories around the world.

Multiple audience records have been broken in several countries, with high figures also for "neutral matches". A few examples:

- **Brazil**
 - 35.245 million viewers for France v. Brazil – highest-ever FIFA Women's World Cup audience in a single territory (previous #FIFAWWC record audience: 25.4 million viewers for the USA v. Japan 2015 final in the USA)
- **China PR**
 - 5.7 million viewers for a "neutral match": the Italy v. Netherlands quarter-final
 - Over 6 million unique users streamed Brazil v. Jamaica on cctv.com
- **France**
 - 11.8 million viewers (56% share) for France v. USA (quarter-final) – women's football record (previous high before France 2019: 4.12 million)

- 6.277 million viewers (share 31.1%) for a “neutral match”: the England v. USA semi-final
- **Italy**
 - 7.303 million viewers for Italy v. Brazil (group stage) – women’s football record (previous high before #FIFAWWC 2019: 468,000, a more than 15-fold increase)
- **Netherlands**
 - 5.015 million viewers (78.5% share) for Netherlands v. Sweden (semi-final) – women’s football record (previous high before #FIFAWWC 2019: 4.1 million)
 - Highest share of viewing: over 80% of the people watching TV at the time were tuned into the Netherlands v. Italy quarter-final
- **United Kingdom**
 - 8.819 million viewers for England v. USA (semi-final) – women’s football record (previous high before #FIFAWWC 2019: 2.797 million)
 - 3.804 million viewers for a “neutral match”: the France v. USA quarter-final
- **United States**
 - 8.042 million viewers for the England v. USA semi-final – more than 100% higher than the audience for the USA v. France semi-final in 2011 (last #FIFAWWC played in same time zone)
 - 361,000 average audience on FOX’s digital platforms for England v. USA, providing an uplift of 5.1% on the network’s linear TV audience

The #FIFAWWC has also proven to be a hit across FIFA’s own digital platforms:

2.2 million followers of FIFA Women’s World Cup-specific accounts on social media, which represents a growth of 22% since the start of the tournament in France.

- **1.1 million new** followers on FIFA channels since the start of the tournament

1.1 billion views on the official FIFA Women’s World Cup digital channels so far, of which **171 million** were video views.

- **64%** of FIFA’s audience since 7 June has come from content related to France 2019

#1 The official FIFA Women’s World Cup app has topped the sales charts in **33 countries** over the course of the month.

On the pitch

25% of all goals so far have been scored in the last 15 minutes of the match. Of the 141 goals, 35 were scored from the 76th minute onwards, not including those scored in extra time during the knockout stage.

33% of all goals have been scored from set pieces. During the knockout stage, the proportion rose to 43%.

12.5% of all goals have been scored from outside the penalty area. In total, each team has taken an average of 9.7 shots – 3.2 of which on target – for every goal scored. The United States have scored 24 goals from 115 shots (average of 4.8 shots per goal), while the Netherlands have found the back of the net 11 times from 86 attempts (average of 7.8 shots per goal).

3 consecutive finals for the United States. The Americans are on a record 11-match winning streak in the FIFA Women's World Cup, dating back to a goalless draw against Sweden in the group stage of Canada 2015. The Dutch, on the other hand, after losing in the round of 16 in their debut four years ago, have won all six of their matches in France so far.

2 female head coaches will be at the helm of the finalists on Sunday: Jill Ellis for the USA, and Sarina Wiegman for the Netherlands. This has happened before in a FIFA Women's World Cup final, with Tina Theune-Meyer and Marika Domanski-Lyfors leading Germany and Sweden, respectively, in 2003.

111.2 kilometres per match is the average distance covered by the United States players so far. The Dutch team averages 109.3km per match. The leaders in this statistical category, collected by FIFA's Technical Study Group (TSG), are Canada with 113.8km per match.

59% ball possession. The Canadians also lead this category, according to the TSG. Both the USA and the Netherlands are in the top 5, with 56% and 55%, respectively.

77.9% pass success rate is the tournament average. The Dutch team has tallied an average of 422 passes per match, with a success rate of 82.6%, while the Americans average 377.5 passes per match and complete 81.3% of them successfully.

4 red cards were shown in the first 50 matches, an average of only 0.08 per match.

1 simulation. Of the 125 yellow cards in the first 50 matches, 112 resulted from either a reckless tackle or stopping a promising attacking opportunity. There were three instances of goalkeeper encroachment when a penalty kick was taken; two of denying an obvious goal-scoring opportunity; four for unsporting behaviour; three for dissent; and only one for simulation.

20.58 fouls per match. The game with the most fouls was Australia v. Italy (39), and the one with the fewest (10) was USA v. Thailand. Twenty-five penalty kicks have been awarded so far, 12 of which following the intervention of video assistant referees (VAR).

31 VAR reviews have been conducted so far, an average of one review per 1.61 matches. There have been 23 on-field reviews – 21 for penalty-kick incidents and two for offside situations – and eight reviews for decisions that were strictly factual: five for offside and three goalkeeper encroachments when a penalty kick was taken. Only four of the 31 reviews confirmed the initial decision: all 27 others resulted in a change.

Off the pitch

1,053,096 total attendance so far

- French fans represent 75% of the overall attendance, followed by the USA (15%), England and the Netherlands (3% each)
- Total number of tickets allocated as of 4 July: **1,163,000**

74.57% stadium occupancy, with 24 sold-out matches, including all of those played by the French team. It is worth noting that France 2019 is the first edition of the FIFA Women's World Cup in its current 24-team format to be played with no double-headers.

- The host city with the highest occupancy rate so far is Valenciennes (90.7%), followed by Lyon (88%) and Grenoble (87.9%).

395,020 football fans have headed for the second-best place in town to experience the FIFA Women's World Cup atmosphere: the FIFA Fan Experience, which has been set up in each of the host cities for the first time in the history of the tournament, featuring a variety of games, entertainment and cultural activities. In Paris, more than 24,000 football fans have visited the exhibition "The Women's Game", presented by the FIFA World Football Museum and Hyundai, at the Jardin Nelson Mandela in Les Halles. The special showcase of women's football history will remain on display until 7 July, with free entrance every day from 10:00 to 20:00 CET.

2,500 volunteers have dedicated their time and efforts to help organise the FIFA Women's World Cup France 2019. They have come from **75 different countries** and range from 18- to 87-years-old.

7,590 people from within and around the host cities have taken part in the community programme set up by the Local Organising Committee, whether by joining the teams at their training sessions or by participating in social activities.

33,328 guests have been hosted by the FIFA Women's World Cup France 2019 Hospitality Programme. This represents an increase of 416% in relation to the commercial packages sold for Canada 2015.

140,000+ products have been sold so far at the 44 official fan shops in the nine host cities of the FIFA Women's World Cup. Products are also available online at the [FIFA e-store](#). Over the first 50 games, football fans also consumed over 1 million individual food and beverage products at the stadiums.

3,120 kids have enjoyed the chance of walking out onto the pitch with their idols, carrying the national team flags and taking part in other activities of the FIFA Youth Programme.